



MARKET UPDATE

Tomatoes: Florida's overall tomato volume has decreased as production begins to transition from the Immokalee-area's Winter crops to Spring plantings in Palmetto/Ruskin. There's a concentration of smaller fruit available as farms are past crown harvests. Look for sizing to remain on the small side on rounds and romas for another 2-3 weeks until the transition is complete. Grape tomatoes have also tightened up, but are expected to pick up a little sooner than other tomato varieties. Overall, quality remains nice as weather conditions have been favorable.

Round and roma tomatoes are available in good volumes out of Mainland Mexico. Sizing is more widely distributed on both varieties, as growers get further into crops. Overall quality remains good. Grape tomato supply has declined out of Mainland Mexico, but remains consistent from the Central region. While a few Baja growers have come to the table early, look for appreciable volumes of all varieties out of this area in the next 3-4 weeks.

Bell Peppers: Warm weather has improved pepper supply in Florida this week. Although there are some occasional reports of quality issues, there is plenty of good fruit available to meet market needs. Mainland Mexico's bell pepper production is slowly increasing, but availability remains snug this week. The California desert has started in a very light way and should be into solid volumes in 3-4 weeks.

Cucumbers: With Honduras mostly out of the picture, Eastern markets look to Florida for cucumbers. Volume out of South Florida has increased slightly this week. Despite some light wind scarring, overall quality has been nice.

Cucumber production has improved out of Mexico this week, as Spring plantings begin to kick in. Baja is just starting to roll and expects volume to increase as we move into April. Quality and condition are nice from both areas.

Summer Squash: The Hermosillo, Mexico area offers good supply and nice quality on Summer squash this week. Volume and quality should remain steady through the month of April, barring a weather event. Eastern squash supply and quality have improved this week. With South Florida growers into new plantings and Plant City just getting started, we're seeing a slow, but steady increase in volumes.

Green Beans: Florida bean growers are into a flush and expect to have plenty of product available for the next 2-3 weeks. Mexico farms anticipate steady volume for another 5-7 days, then a slow down as Western production begins to transition to domestic areas.

Eggplant: Working from both newer and older crops, Florida's eggplant growers have ample supply and good quality to meet the increased demand that is normal for the Lenten season. Eggplant volume and quality are beginning to decline out of Mexico as growers work toward the end of the season.

Chili Peppers: Sonora continues to provide strong volumes on most chili pepper varieties. Tomatillos have been tight, but are showing improved availability and quality this week. Overall chili pepper quality is good, but there are some differences between growers/lots. South Florida's chili production is steady, as farms begin working new Spring crops. Look for Plant City to come to the table in 2-3 weeks.

TRANSPORTATION FACTS

* The National Diesel Average dropped slightly (\$.007) this week, moving from \$2.54 to \$2.53 per gallon.

* The average price for a gallon of diesel fuel is \$.41 higher than the same time last year.

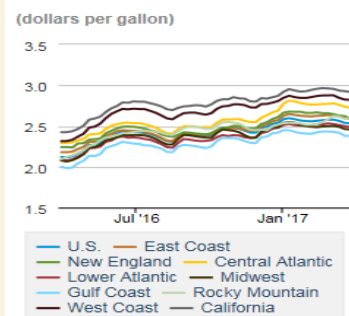
* Prices declined in most reporting regions of the country this week. The Rocky Mountains and the West Coast were exceptions, seeing ever-so-slight increases of less than \$.01 per gallon.

* California remains the high price leader for diesel fuel at \$2.92 while the Gulf Coast region continues to offer the best bargain at \$2.38 per gallon.

* The WTI Crude Oil price rose 4.6% this week, moving from \$47.34 to \$49.51 per barrel.

* Central and South Florida have slight truck shortages this week while the rest of the country has adequate or a surplus number of trucks available.

On-Highway Diesel Fuel Prices



eia Source: Energy Information Administration

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AN APPLE A DAY

How the Right Diet Can Improve Your Productivity

By: Leslie Beck, www.theglobeandmail.com, March 26, 2017

If you struggle to keep up with work deadlines, meetings and endless e-mails, your diet may be to blame, at least in part. And it may play a larger role than you realize. The foods you eat – and don't eat – have a direct impact on how productive you are.

According to a 2012 study conducted with nearly 20,000 employees who worked at three large U.S. companies, those who ate an unhealthy diet were 66 per cent more likely to report productivity loss compared with their co-workers who ate whole grains, fruits and vegetables.

Here's something to consider when deciding what to grab for lunch at the food court: The wrong choice can do more than deliver too many calories – it can derail the rest of your workday.

Nutrition and cognitive performance

Your diet can affect your mental effectiveness in a number of ways. Carbohydrate-rich foods (e.g., grains, fruit, legumes) are metabolized into glucose, the main source of fuel your brain relies on to keep you feeling alert and focused. Problem solving, concentration, learning and memory are closely tied to how efficiently your brain uses glucose.

Glucose is also needed to synthesize neurotransmitters, brain chemicals that communicate information throughout the brain and body. Without enough glucose, communication between brain cells is impaired.

Your brain needs more than glucose, though. Numerous vitamins and minerals are needed to generate energy in the brain, synthesize neurotransmitters and fend off free-radical damage.

A nutrient-poor diet can also impede your body's ability to combat stress. That's because its physiological stress response requires many nutrients including carbohydrate, protein, B vitamins, vitamin C, magnesium and selenium.

Your eating habits can affect your mood, too. A growing number of studies suggest that an unhealthy dietary pattern – a higher intake of saturated fat, sugar, refined starches and processed foods – increases the likelihood of depression and anxiety, while a healthy diet reduces the risk.

What to eat to get more done at work

To perform optimally at work, you need to make intelligent food decisions during the day. The following six strategies will help improve the way you think and work.

Choose the right fuel. To ensure your brain gets much-needed glucose, include carbohydrate-rich foods at meals and snacks. While bread, cereal, rice, pasta, lentils and fruit are all good sources of carbohydrates, not all supply your brain with sustained energy. High-glycemic foods such as white bread, white rice, refined breakfast cereal, sugary drinks and sweets release their glucose quickly. A rapid energy burst is followed by a drop in blood sugar, causing you to lose steam faster. You'll also feel hungry sooner, a feeling that can wreak havoc on your ability to focus. Low-glycemic carbohydrates, on the other hand, are converted to glucose more slowly and provide your brain with sustained energy. Good sources include 100-per-cent whole-grain rye bread, oats, brown rice, quinoa, sweet potato, whole-grain pasta, yogurt, milk, soy milk, beans and lentils, and most types of fruit.

Include protein. Balance meals and snacks with a source of protein such as chicken, tuna, eggs, lean meat, tofu, nuts or Greek yogurt. Doing so will slow down digestion, helping to sustain your energy – and curb hunger – longer after eating. Protein in a meal can also stimulate the activity of certain brain cells that cause alertness.

Eat at strategic times. Since your blood glucose drops two to four hours after eating a mixed meal, eat every three hours to keep your energy level constant and to prevent hunger. Skipping meals and/or snacks to fit in more work time will undermine your productivity. If you need to block off time in your busy calendar to eat lunch, do so. If it will help, set an alert to remind you to eat a midafternoon snack.

Bring your snacks to work (lunch, too, if you can). Having healthy snacks at work will prevent you from reaching for the cookie tray in meetings or junk food lying around the office. Carbohydrate- and protein-rich snacks include nuts and dried fruit, an

apple with an ounce of cheese, a hard-boiled egg with whole-grain crackers, raw vegetables and hummus and energy bars made with whole-food ingredients.

If fruit smoothies are your go-to breakfast, make extra to bring in a S'well bottle for a midday snack. (It will stay cold all day.) Ditto for protein shakes (include fruit in your shake for carbohydrates).

Include fruit and vegetables. There's another reason, beyond brain energy, to bring fruit and veggies to work. Doing so can enhance your creativity. A 2015 study conducted in 405 adults, published in the British Journal of Health Psychology, found that participants with higher intakes of fruit and vegetables throughout the day reported feeling happier and more creative at work than people who ate less of them. The researchers speculate that vitamins, antioxidants and carbohydrates in fruit and vegetables increase the brain's production of dopamine and serotonin, neurotransmitters involved in mood, behaviour and cognition.

Reach for brain-friendly foods. In addition to fruit and vegetables, other foods help your brain perform well by supplying nutrients and phytochemicals that keep inflammation and oxidation in check. Make a salmon (omega-3s) sandwich, toss lentils or black beans (folate) into a green salad, include walnuts (flavonoids) in your trail mix or blend avocado or almond butter (monounsaturated fat) in your smoothie, for example.

Hydrate wisely. Keep a bottle of water at your desk and sip on it during the day. Research suggests that even minor dehydration can impair your ability to perform tasks that require attention, memory and psychomotor (brain-muscle) skills.

Drinking one or two small cups of coffee is fine; caffeine can enhance mental alertness. But drinking too much coffee during the day can keep your brain stimulated at bedtime. (It takes about six hours for half the caffeine you consume to be eliminated from your body.)

To cut back on caffeine, switch to decaf coffee or green or black tea, which both have considerably less caffeine than regular coffee.

2017 LIPMAN 5K RUN FOR BACKPACKS



Each participant will receive a t-shirt, race bib, timing chip, refreshments and a goody bag full of fresh produce!



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PRODUCE BAROMETER

| ITEM | QUALITY | PRICING |
|-------------|---------|---------|
| Bell Pepper | Good | Higher |
| Cucumber | Good | Steady |
| Eggplant | Good | Higher |
| Green Beans | Good | Lower |
| Jalapenos | Good | Steady |
| Onions | Good | Steady |
| Squash | Good | Steady |
| Tomatoes | Good | Higher |



APRIL CALENDAR

All Month

Fresh Florida Tomato Month

First Week

National Public Health Week

April 2nd

Love Your Produce Manager Day

April 5th

National Deep Dish Pizza Day

April 6th

National Fresh Tomato Day

Estero, FL Weather

| Fri Mar 31 | Sat Apr 1 | Sun Apr 2 | Mon Apr 3 | Tue Apr 4 | Wed Apr 5 |
|--------------------------|--------------|--------------|--------------|-------------------------|--------------|
| | | | | | |
| 82°F | 84°F | 86°F | 84°F | 82°F | 84°F |
| 68°F | 66°F | 72°F | 72°F | 70°F | 72°F |
| SSE 15 MPH Precip 20% | SE 8 MPH | E 7 MPH | SE 17 MPH | SW 13 MPH Precip 30% | NNE 7 MPH |

KEEP YOUR EYE ON THE CONSUMER

How Retailers Can Turn the Healthy Trend into Healthier Profits

By: Gina Acosta, www.retailleader.com

A new IRI report on the burgeoning \$400 billion health and wellness industry details eight distinct consumer profiles that manufacturers and retailers can target. "Fueled by rising health care costs and economic uncertainty, Americans are taking health and wellness into their own hands," said Robert J. Sanders, executive vice president and Health Care Practice leader for IRI. "IRI's groundbreaking research shows self-care consumers view traditionally discrete categories, such as food, OTC drugs, vitamins, supplements and personal care, as more complementary in achieving their health goals. Blurred category lines and a larger competitive landscape present difficulties for marketers who don't have a clear picture of the motivations, values and behaviors of their customers."

Health and wellness, or as IRI calls it, "self-care," is a pervasive and growing consumer lifestyle, characterized by the increasingly holistic approach today's shoppers take toward optimizing their health. IRI has found that self-care purchase behavior varies considerably based on an individual's demographics, motivation for self-care, and attitude toward food, exercise, over-the-counter (OTC) medications, nutritional products, personal care/beauty products, home care products, doctor recommendations and technology — creating tremendous opportunities for retailers across multiple categories to cater to consumers' distinct self-care perspectives.

"Given the multiple facets of an individual's health that shape their decisions about self-care, personalized consumer targeting is essential," said Robert I. Tomei, president of Consumer & Shopper Marketing for IRI. "IRI's new segmentation provides the only deeply personalized framework — combining attitudinal, behavioral and demographic information along with IRI's extensive shopper data. Armed with this new understanding, IRI can help companies develop targeted activation plans to realize the greatest return on their marketing spend."

IRI's research revealed the following eight self-care consumer segments:

-Proactive Naturalists: Take proactive measures to keep fit, manage stress and maintain a balanced lifestyle. They are young and affluent and look for products that offer natural or organic ingredients. (12 percent of consumers)

-Active Health Managers: Focused on minimizing health care costs, they are quick to treat themselves and their families with OTC medications recommended by trusted websites when health issues arise to avoid costly trips to the doctor. (8 percent of consumers)

-Awakened and Dedicated: Experienced health scares that drove them to focus diligently on their health. They are middle-aged and spend heavily on consumer health care products despite being in a lower-income bracket. (11 percent of consumers)

-Unconcerned Realists: Take a "wait and see" approach to their health, preferring to treat minor, infrequent ailments with OTC medicines to minimize trips to the doctor. (9 percent of consumers)

-Healthy Passives: Unmotivated to engage with self-care. They feel calm about their ability to care for their health and tend not to spend much on OTC medicines. (20 percent of consumers)

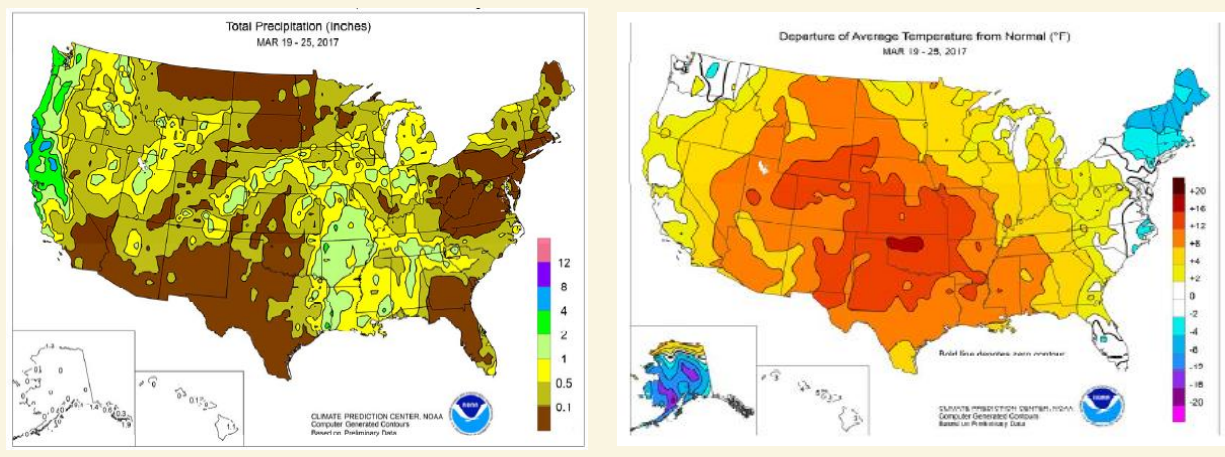
-Preventive Moderates: Proactive about staying fit as they age. They spend heavily on vitamins and supplements and take prescription drugs when needed, but take a relaxed approach to their eating and exercise habits. (13 percent of consumers)

-Advice Seekers: Require the frequent reassurance of a doctor, finding it difficult to manage their health problems on their own. Now of retirement age, they feel prescription medicines are the most effective way to stay well. (15 percent of consumers)

-Doctor, Doctor!: Impacted by the negative effects of aging, they react to myriad health issues using vitamins, OTC medicines and prescription drugs, in frequent consultation with their doctors, and focus on managing their weight. (12 percent of consumers)

NATIONAL WEATHER SPOTLIGHT

Weekly Precipitation and Temperature Deviation



NEWS IN THE GROCERY TRADE

Online Grocery Shoppers Skew Younger, Male: NPD Report

www.progressivegrocer.com, March 29, 2017

While 52 million Americans currently shop online for their groceries, they are more likely to skew younger and male, according to new research from The NPD Group, based in Port Washington, N.Y.

NPD's new report, "The Virtual Grocery Store," notes that men are more likely to think of grocery shopping as a "necessary evil," and that online grocery helps take the sting out of the process. Additionally, many younger adults are delaying such life events as marriage and starting families. This could explain why more than 40 percent of primary grocery shoppers are men, and that 60 percent of men age 18 to 44 have purchased groceries online.

"Men tend to make grocery shopping a mission and spend less time in brick-and-mortar stores compared to women," NPD noted. "Men will also buy fewer items on each trip and will likely leave the store if they can't find an item. ... For these reasons, online shoppers are disproportionately men who are looking to avoid physical trips to the store."

Members of Amazon.com's Prime subscription program – which provides free two-day delivery on products and access to AmazonFresh grocery delivery subscriptions, among other amenities – also comprise a large online grocery shopping group, the report finds. And with 31 million households subscribing to the service, it makes sense that 52 percent of Prime members shop for groceries online.

Another large online grocery shopping group is Amazon Prime members. Since some 31 million households have an Amazon Prime membership or access to one, it makes sense that 52 percent of Amazon prime members shop for groceries online.

"Although online grocery shopping lags other ecommerce industries in terms of development, it is growing and the groups that are the most active online grocery shoppers are large," said Darren Seifer, NPD food and beverage industry analyst. "Now is the time to start developing test programs if you lack an ecommerce program, or to expand your current services. Keep in mind: It's about saving consumers time using an online presence for them to get the foods and beverages they're accustomed to consuming."

MARK YOUR CALENDAR & PACK YOUR BAGS!

May 5, 2017

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Hyatt Regency Monterey, CA
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May 8-11, 2017

Food Safety Summit Expo & Conference
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